

# Hector International Airport Fargo



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**VISUAL PREFERENCE STUDY**  
**DECEMBER 20, 2022**



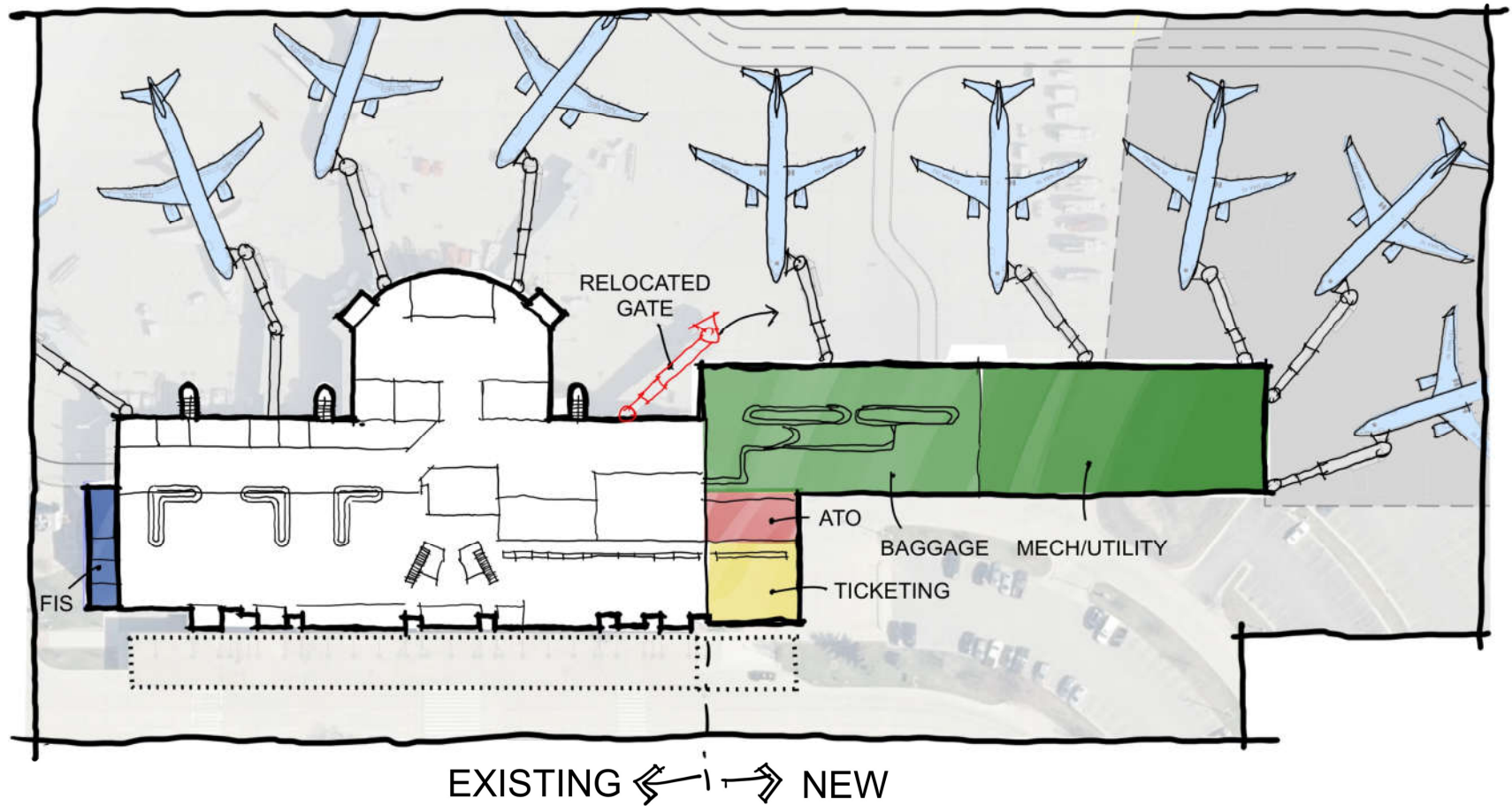
# PROJECT TIMELINE

- ✈ COMPLETED THE TERMINAL STUDY
- ✈ RECENTLY BEGAN SCHEMATIC DESIGN
- ✈ DESIGN AND DOCUMENTATION THROUGH 2023
- ✈ CONSTRUCTION STARTING SPRING 2024

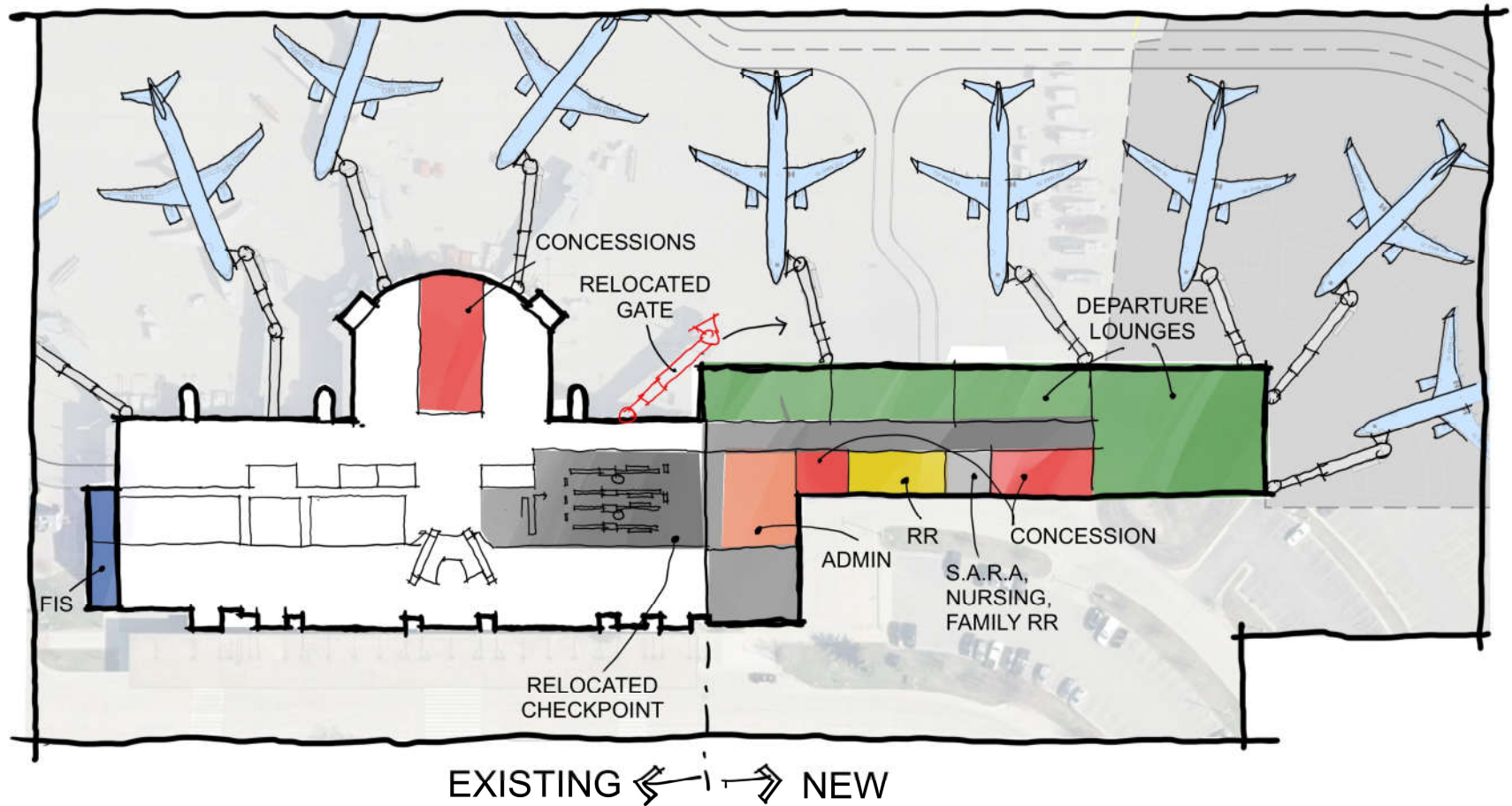
# PURPOSE OF MEETING

- ✈ GATHER PUBLIC AND AIRPORT INPUT
- ✈ GAUGE PREFERENCES
- ✈ BEGIN TO ESTABLISH BASIS FOR DESIGN CONCEPTS

# First Floor Plan



# Second Floor Plan



# SURVEY

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OR POINT PHONE CAMERA TO IMAGE AND CLICK LINK

# SURVEY QUESTIONS



## → ACTIVITY 1 – WORD CLOUD

- What ONE word positively describes Fargo?

## → ACTIVITY 2 - OPEN ENDED Q

- What do you like most about the existing terminal?

## → ACTIVITY 3 – OPEN ENDED Q

- What could be improved at the existing terminal?

## → ACTIVITY 4 – OPEN ENDED Q

- List any regional influences (historical/economic/social/natural) that could be reflected in the design

## → ACTIVITY 5 – MULTIPLE CHOICE

- Choose top 3 airport amenities





# SURVEY QUESTIONS

## → ACTIVITY 6 – MULTIPLE CHOICE

- Choose top 3 design priorities

## → ACTIVITY 7 – MULTIPLE CHOICE

- Choose top 3 words describing the new terminal expansion

## → ACTIVITY 8 – OPEN ENDED

- What economic drivers are critical to the long-term prosperity of greater Fargo?

## → ACTIVITY 9 – OPEN ENDED

- What would you like a first-time visitor to know about Fargo?

## → ACTIVITY 10 – OPEN ENDED

- A first-time visitor would be surprised to learn this about Fargo:

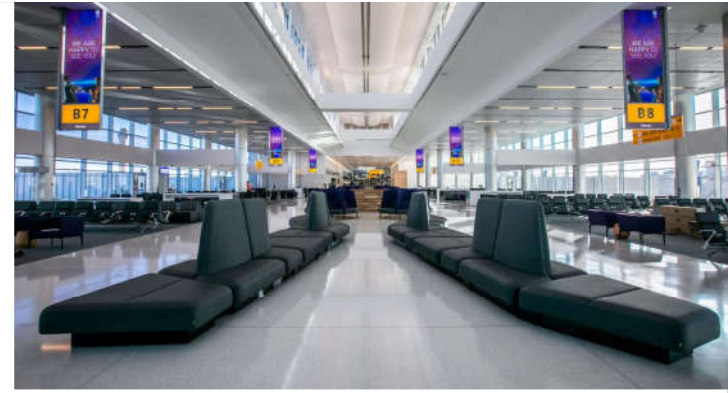
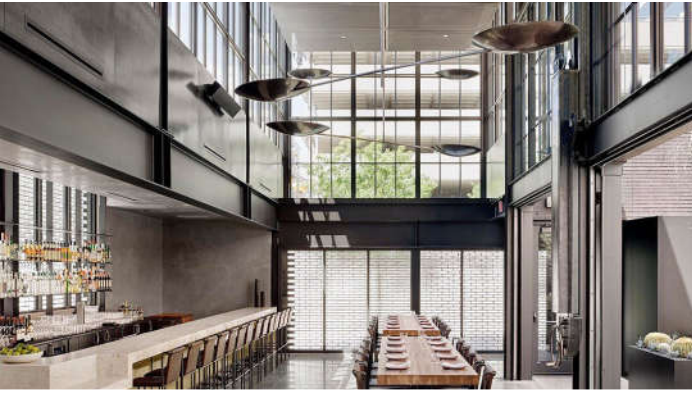
# SURVEY QUESTIONS

## ✈ ACTIVITY 11 – IMAGE RANKING

- Click and drag to rank preferred images

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# ACTIVITY 11 IMAGES

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# SURVEY QUESTIONS

## ✈ ACTIVITY 12 – IMAGE RANKING

- Click and drag to rank preferred images

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# ACTIVITY 12 IMAGES

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# Q&A

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## → Q&A

- Submit a question, then upvote or downvote other submissions



# CONCLUSION: NEXT STEPS

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